



SCALE-1
PORTAL

A PRACTICAL APPROACH TO MIXED REALITY IN THE AUTOMOTIVE INDUSTRY

Emmanuel Icart, Scale-1 Portal CEO

MIXED REALITY AS THE NEW STANDALONE HEADSET STANDARD



October 2023
Meta Quest 3



February 2024
Apple Vision Pro



BETTER USER ACCEPTABILITY

IMPROVE THE PENETRATION OF THE DEVICE INTO DAILY LIFE

KEY BENEFITS AS SALES / MARKETING TOOL

SELLER CAN SHOWCASE NEW CAR MODELS TO CUSTOMERS ON **DAY ONE**

OPTIMIZE SHOWROOM **SPACE**

ADDS FUN TO **CUSTOMER EXPERIENCE**

